

EXHIBIT “C”

C-C20502A

STATEMENT OF WORK

Florida Keys CERP Outreach Partnership

1.0 Background

South Florida represents a critical region for education and outreach on natural systems, their connections and how they respond to human activities. This region contains several unique natural systems, including the Everglades, Florida Bay and the Florida Keys. Within these systems, wetlands, tropical hardwood forests, fringing mangroves, seagrass meadows, coral reefs and other habitats support commercial and recreational fishing, diving, tourism and other valued activities. Water connects and sustains the region’s natural systems, their components and their uses. Human activities place a significant and increasing amount of pressure on the region’s water resources and its ecological balance. Concerns about detrimental impacts have led to research, monitoring and restoration, including the South Florida Ecosystem Restoration with its Comprehensive Everglades Restoration Plan (CERP). Successful management of the complex mix of natural systems and their uses requires the involvement of decision-makers, residents, businesses and visitors. Education and outreach play key roles in generating the awareness and understanding required to support effective involvement.

Within South Florida, the Florida Keys provides an excellent opportunity to develop and test a program of outreach and education focusing on Everglades restoration because the social and economic welfare of the Keys relies heavily on the health of its natural systems and the water that sustains them. For example, natural systems in the Keys support fishing, boating, snorkeling, diving, and other water-based activities undertaken by approximately 70% of the 80,000 residents (www.census.gov; Leeworthy and Wiley 1996). Participation in these activities increases during the winter tourist season when 25,000 people contribute to the annual total of 3 million visitor trips or over 16 million person days (Leeworthy and Wiley 1996). In addition, the Keys represent an excellent test case because the natural systems, pressures of increasing human use, and need to involve an informed community in management, have led many key organizations such as the National Oceanic and Atmospheric Administration (NOAA), Florida Keys Community College (FKCC), Florida Keys Aqueduct Authority (FKAA) and the National Park Service (NPS), to incorporate outreach and education as part of their missions. Such organizations that leverage their existing efforts create a powerful force for outreach and education focused on CERP, its downstream effects, and the timing, quality and distribution of water.

1.1 The Florida Keys Project

Although outreach and education exist in the Keys, information suggests a gap related to local environmental restoration efforts and the CERP. There is a need to highlight the links among major restoration activities; planned changes in water quality and the quantity, timing and distribution of water flow; and potential changes to coastal systems.

The University of Florida (UF) seeks to fill this information gap in the Keys, by either providing or subcontracting various services that leverages existing materials and networks developed and maintained by a variety of agencies.

The Florida Keys CERP Outreach Partnership Project will draw together considerable expertise and experience from resources that have already created, implemented, evaluated and adapted successful education and outreach programs. In addition, other outreach resources have been identified during a CERP focus group workshop held by the SFWMD and the U.S. Army Corps of Engineers in August 2003.

2.0 Scope of work

The UF requests a not to exceed total amount of \$400,000 from the SFWMD to combine with existing outreach and education efforts in the Keys conducted by organizations, such as, NOAA, NPS, FKCC, and FKAA. In particular, the UF will work with the South Florida Ecosystem Education Project, a NOAA partnership. The UF tasks will be dedicated primarily to developing core CERP messages, finding or developing suitable CERP materials, and creating or adapting valuable activities related to CERP for distribution through existing outreach and education networks and other interested groups. The UF will work in the Florida Keys to raise awareness and understanding of CERP, its projects and activities and its potential effects on the South Florida ecosystem. Although initial efforts will focus on the Florida Keys, successful education and outreach efforts can be adapted to reach over 2,000,000 households throughout South Florida via government, educational and public television stations, along with the World Wide Web.

3.0 Work breakdown structure

3.1 TASK - The “message”

The UF is to identify issues specifically related to CERP initiatives, South Florida natural systems and their connections, and the potential effects of CERP on the coastal ecosystem.

Deliverable: As part of the process to identify suitable issues, the UF will assemble available needs assessments and seek input from the CERP Outreach, Environmental, and Economic Equity Coordination Team. An example of a suitable needs assessments is one conducted by NOAA’s Florida Bay Project in 2000, which indicated the value of television as an education and outreach tool.

3.2 TASK - The “hook”

In each of the three Agreement years, various twelve-minute segments will be developed and broadcast on television as a ‘hook’ to increase awareness of CERP and related restoration efforts. Each segment will be designed to draw selected, interested parties into activities that will increase their understanding of South Florida’s natural systems, CERP, related restoration efforts, and their interactions.

The UF will use footage provided by the SFWMD and *Waterways TV*, a product of the Florida Keys National Marine Sanctuary (FKNMS), the National Park Service and the Environmental Protection Agency. The existing footage will be edited to produce segments that contain:

- a consistent introduction and graphics or brand that will be used on the web site and other materials;
- an interesting CERP related message backed up by appealing visuals; and
- a set of contact details (telephone number, fax number, URL, e-mail address, etc.) where people can seek information about follow-up activities.

The segments will be shown on local television stations and offered to libraries, educational

institutions, elected officials, and agency staff. In addition, the segments will be aired on educational and government television stations in Florida, including those in Miami-Dade, Monroe, Broward, Palm Beach, and Collier counties. *Waterways TV* uses these outlets, which are accessible to about 1,000,000 households. To improve the effectiveness of the television segments, a promotional campaign will be developed and implemented, prior to the broadcasts. Also, the impact of the segments will be evaluated as a guide to decisions regarding future use of television Programs to raise awareness of environmental restoration and CERP issues and to attract participants in education and outreach activities.

3.2.1 Deliverable -Segment production

In years 1, 2 and 3, six (6), four (4) and four (4) CERP related segments will be produced, respectively. The fourteen (14) segments, with standard design and branding, and a CERP related message, will be submitted to SFWMD for approval prior to use.

3.2.2 Deliverable - Segment promotion

- newspaper articles, agency newsletters and other print media;
- radio advertisements;
- a dedicated website; and
- 5,000 two-color, tabletop displays at hotels.

All promotional messages will be submitted to SFWMD for approval prior to use.

3.2.3 Deliverable - Segment distribution

Produce copies of the segments and secure a total of 78 scheduled timeslots and 150 unscheduled timeslots on Comcast television channels. A list of distribution efforts will be provided to SFWMD.

3.2.4 Deliverable - Segment evaluation

Three types of evaluation will be provided:

- pre-segment and post-segment surveys with Comcast Cable, aimed at assessing changes in awareness of CERP and related issues.
- survey those who seek more information about CERP and determine how they became aware of CERP efforts and activities.
- survey those who attend follow-up activities to determine how they became aware of outreach efforts.

3.3 TASK - The follow-ups

During the Agreement, three types of CERP specific follow-up activities springing from the television segments will be developed and implemented: i) training workshops, ii) community leader field days, and iii) workshops promoting entrepreneurial activities arising from CERP (this may be substituted for another subject at the request of SFWMD). Each segment will contain generic information regarding how to 'sign up' for such activities. In addition, the UF will promote the activities to selected individuals in South Florida and the Keys.

3.3.1 Training workshops

An effective way to spread awareness and create understanding is to 'train trainers' who pass on CERP information to students. Initially, UF will focus efforts on middle and high school teachers. Such training can take place in three (3) teacher workshops held in collaboration with ongoing efforts by the FKNMS. In addition, the UF will seek to expand on these efforts by training its Florida Sea Grant College Program (FLSG) and its Institute of Food and Agricultural Services Extension (IFAS) agents in South Florida to hold workshops for teachers in their local areas. Trainees will receive toolkits containing CERP related materials on compact disks and copies of television segments.

~~Where it is useful, the UF will link efforts to CERP 101 workshops being developed and implemented by The Ocean Conservancy (TOC), the Florida Environmental Study and other existing efforts.~~ The SFWMD must approve all workshop materials and messages prior to use.

Deliverable:

- six (6) CERP related teacher workshops in the Keys.
- three (3) CERP related workshops for FLSG and IFAS Extension agents in South Florida.
- 1,500 CERP related toolkits for middle and high school teachers and students.
- pre-workshop, post-workshop and follow-up surveys to assess awareness and understanding of CERP and key issues; the effectiveness of training; and the value of the information, tools and activities that were provided.

3.3.2 Community leader field days

Training teachers and agents to reach students regarding CERP activities and messages builds a foundation for an improved future. The UF will augment those efforts by working with community leaders who influence short-term decisions. The UF will target decision-makers, business people, and other influential individuals.

Deliverable:

- develop and implement six (6), half-day, hands-on CERP related programs that involve a total of 90 leaders, provide an enjoyable experience, illustrate CERP issues, and link restoration management and science.

- prepare CERP related toolkits that help leaders share key CERP information with others.
- conduct pre-activity and post-activity surveys to evaluate gains in CERP understanding and satisfaction with the activities.

3.3.3 Outreach to business community

CERP and other restoration activities in South Florida have the potential to generate new business opportunities. The UF will work with the FKCC to raise awareness of CERP by conducting entrepreneurial opportunity workshops and evaluating the uptake of such opportunities.

Deliverables:

- develop and conducting a three-day workshop dealing with entrepreneurial opportunities for local businesses and the public.
- establish a system of monitoring, evaluating and reporting on business involvement in such opportunities.

3.4 TASK - Building capacity

The UF will explore future opportunities by expanding or initiating contacts with key audiences and delivering CERP messages. The UF will work with the FKCC to introduce two programs targeting students. First, the UF will work with the FKCC to add key CERP messages to the FKCC program that reaches over 200 middle and high school students each year. These students gain “hands-on” experience by rotating from one Associate Degree Program to another during the course of a semester. Second, the UF will work with the FKCC to incorporate key CERP messages into the Marine Environmental Technology and Diving Business and Technology programs at FKCC.

In addition, the UF will join with Dr Bill Dennison of the University of Maryland Center for Environmental Science and others to create innovative newsletters dealing with CERP and South Florida’s natural systems. The approach relies on “conceptual cartoons” to convey scientific ideas. A consistent use of symbols allows readers to build their understanding and apply it across different ideas. The SFWMD shall approve all materials prior to use.

Deliverables:

- Copies of Programs and Newsletters.